ABSTRACT OF THE DISCLOSURE

A system for facilitating transactions between customers and businesses adapted for use with the Internet. The system includes a first mechanism for initiating a transaction between a customer and a business entity. The business transaction is associated with a product or service. A second mechanism automatically selects a mechanism for delivering the product or service to the customer based on predetermined selection criteria and provides a signal in response thereto. A third mechanism automatically provides the product or service to the customer via the selected mechanism for delivering in response to the signal. In a specific embodiment, the predetermined selection criteria are based on the product or service, the customer, and/or the business entity. The predetermined selection criteria include status information indicative of whether the business transaction is associated with a product or a service.